



State Board of Equalization

# News Release

**Chairman Jerome E. Horton**

**4<sup>th</sup> District – Los Angeles**

Kristine Cazadd  
Executive Director  
[www.boe.ca.gov](http://www.boe.ca.gov)

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## ***Connecting Women to Power Business Conference Offers Tips for Success***

**Los Angeles** – An energized group of more than 1,400 motivated businesswomen from throughout California joined forces at this year's *Connecting Women to Power* business conference designed to empower entrepreneurs by providing them with valuable tools and insight on how to thrive in today's dynamic and challenging business climate, announced Jerome E. Horton, Chairman of the California State Board of Equalization (BOE).

Danone Simpson, Founder and CEO of Montage Insurance Solutions and who runs one of the top 12 women owned businesses in Los Angeles set the tone for the day long event by sharing her personal journey to success and offering inspiring words to participants eager to build their own businesses. Simpson was one of the seven featured speakers.

“Helping businesses succeed is key to California's economic recovery,” said Chairman Jerome E. Horton. “This conference was one of the most productive yet and we achieved our objective of giving women-owned businesses helpful information to enable them to expand or to assist entrepreneurs in starting new ventures.”

The June 14 conference, conducted on the campus of California State University, Dominguez Hills featured presentations and break-out sessions on topics such as acquiring traditional and non-traditional capital, marketing with social and traditional media, transforming your local business into a global enterprise, expansion opportunities with top U.S. trade partners, minimizing your tax burden and capitalizing on tax credits.

Janette Kearney, Esquire, owner of KCI Consulting is an attorney who was looking for a change. She said she recently moved to Los Angeles and attended the conference with the hopes of developing business opportunities and networking other motivated business women. Kearney said, “The information and resources presented were valuable and I am glad I chose to attend.”

Yan Lieser, director of sales and marketing for MTD Television said, “I decided to attend the conference to get information that will help advance my business and my personal growth. The presentations were well delivered and informative.”

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Several speakers, from government agencies and the private sector, presented a broad range of subject material related to their individual expertise. Kristine Cazadd, Executive Director of the BOE, presented information related to minimizing business tax burdens. Natalie Cole, OurWeekly Newspaper Publisher, provided insightful information about the media and offered insights into their proper exploitation.

Kimberly Tom, owner of Radiant Skin said, “As a new business owner, I received some very useful information about business taxes, insurance, social media networking, and business financing. Overall, it was a day well spent!”

The powerful and educational conference was sponsored by the BOE in partnership with the Bridges Community Economic Development Corporation and the National Association of Women Business Owners, Los Angeles (NAWBO-LA). The California Legislative Women’s Caucus also participated.

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Elected in 2010, Chairman Jerome E. Horton is the Fourth District Member of the California State Board of Equalization, representing more than 8.5 million residents in Los Angeles County. He is also the Board of Equalization's Legislative Committee Chairman. He is the first to serve on the Board of Equalization with over 21 years of experience at the BOE. Horton previously served as an Assembly Member of the California State Assembly from 2000-2006.

The five-member California State Board of Equalization is a publicly elected tax board. The Board of Equalization collects more than \$50 billion annually in taxes and fees supporting state and local government services. It hears business tax appeals, acts as the appellate body for franchise and personal income tax appeals, and serves a significant role in the assessment and administration of property taxes. For more information on other taxes and fees in California, visit [www.taxes.ca.gov](http://www.taxes.ca.gov).

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